Claims:

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1. A measuring tape for measuring the distance between a first point and a second point comprising

a housing having a blade outlet and a blade hub centrally located inside said housing,

a flexible elongated blade having one fixed end connected to said blade hub and coiled into a roll around said blade hub, and having a free end extending from said housing through said blade outlet, and

a tab fixed to the free end of the blade for temporarily and removably hooking the free end of the blade to the first point, said tab extending in at least two directions transverse to a lengthwise edge of the blade at the free end of the blade.

2. The measuring tape of claim 1,

the blade having two sets of indicia imprinted thereon which correspond to units of measure,

the first set of indicia including numbers imprinted along a first lengthwise edge portion of the blade and positioned on the blade such that the numbers are arranged in upright position one after the other and increase in value when read from the free end of the blade toward the fixed end of the blade, and

the second set of indicia including numbers imprinted along a second lengthwise edge portion of the blade and positioned on the blade such that the numbers are arranged in upside-down position one after the other, relative to the first set of numbers, and increase in

value when read from the free end of the blade toward the fixed end of the blade,

wherein one of the sets of numbers is legible right-side-up whether the free end of the blade is positioned at the first point or the second point.

3. The measuring tape of claim 1,

the tab being T-shaped and having a bracket portion coplanar with and fixed to the free end of the blade and a hook portion extending upwardly and downwardly transverse to the lengthwise edge of the blade at the free end of the blade.

4. The measuring tape of claim 1, the tab having a bracket portion coplanar with and fixed to the free end of the blade and an X-shaped hook portion attached to the end of the bracket portion, the hook portion extending upwardly, downwardly, and widthwise transverse to the lengthwise edge of the blade at the free end of the blade.

5. The measuring tape of claim 1,

the tab having a bracket portion coplanar with and attached to the free end of the blade and a circular disc-shaped hook portion attached to the end of the bracket portion, said hook portion extending radially 360 degrees transverse to the lengthwise edge of the blade at the free end of the blade.

6. The measuring tape of claim 2,

the first and second sets of numbers being arranged in a right-side-up orientation relative to the first and

second lengthwise edge portions of the blade, respectively.

7. The measuring tape of claim 2,

the first and second sets of numbers being arranged in an upside-down orientation relative to the first and second lengthwise edge portions of the blade, respectively.

8. The measuring tape of claim 2,

the tab being T-shaped and having a bracket portion coplanar with and fixed to the free end of the blade and a hook portion extending upwardly and downwardly transverse to the lengthwise edge of the blade at the free end of the blade, or

the tab having a bracket portion coplanar with and fixed to the free end of the blade and an X-shaped hook portion attached to the end of the bracket portion, the hook portion extending upwardly, downwardly, and widthwise transverse to the lengthwise edge of the blade at the free end of the blade, or

the tab having a bracket portion coplanar with and attached to the free end of the blade and a circular disc-shaped hook portion attached to the end of the bracket portion, said hook portion extending radially 360 degrees transverse to the lengthwise edge of the blade at the free end of the blade.

9. The measuring tape of claim 1,

the tab comprising a base fixed to the first end of the blade and an extension removably connected to the

base, the extension having a slot into which the base is inserted for removable interconnection therewith, and the extension extending in at least two directions transverse to the lengthwise edge of the blade.

10. The measuring tape recited in claim 9, the base comprising an "L-shaped" base, one portion of the base being coplanar with and attached to the free end of the blade.

11. The measuring tape recited in claim 9, the extension being "X-shaped" and extending upwardly, downwardly, and widthwise transverse to the lengthwise edge of the blade.

12. The measuring tape recited in claim 9, the extension being a circular disc extending radially 360 degrees transverse to the lengthwise edge of the blade.

13. The measuring tape recited in claim 9, said first and second sets of numbers being arranged in a right-side-up orientation relative to the first and second lengthwise edges of said blade, respectively.

14. A ruler for measuring the distance from a reference point to a second point comprising

a base having a reference end and an opposed end, said base comprising an elongated rectangular-shaped flat material, and having two sets of numbers imprinted on the base which correspond to units of measure,

the first set of numbers imprinted along a first lengthwise edge of the base and positioned on the base such that the numbers are arranged in upright position

one after the other and increase in value when read from the reference end toward the opposed end, and

the second set of numbers imprinted along a second lengthwise edge of the base and positioned on the base such that the numbers are arranged one after the other in upside-down position, relative to the first set of numbers, and increase in value when read from the reference end toward the opposed end,

wherein one set of numbers is legible right-side-up whether measuring from right to left when the point being measured from is located to the right of the point being measured to or whether measuring from left to right when the point being measured from is located to the left of the point being measured to.

15. The measuring rule recited in claim 14, the first and second sets of numbers being arranged in a right-side-up orientation relative to the first and second lengthwise edges of the base, respectively.

16. The measuring rule recited in claim 14, the first and second sets of numbers being arranged in an upside-down orientation relative to the first and second lengthwise edges of the base, respectively.

17. A measuring tape for measuring the distance between a first point and a second point consisting essentially of

a housing having a blade outlet and a blade hub centrally located inside said housing,

a flexible elongated blade having one fixed end

connected to said blade hub and coiled into a roll around the blade hub, and having a free end extending from the housing through the blade outlet,

the blade having two sets of indicia imprinted thereon which correspond to units of measure,

the first set of indicia including numbers imprinted along a first lengthwise edge portion of the blade and positioned on the blade such that the numbers are arranged in upright position one after the other and increase in value when read from the free end of the blade toward the fixed end of the blade,

the second set of indicia including numbers imprinted along a second lengthwise edge portion of the blade and positioned on the blade such that the numbers are arranged in upside-down position one after the other, relative to the first set of numbers, and increase in value when read from the free end of the blade toward the fixed end of the blade, and

a tab fixed to free end of the blade for temporarily and removably hooking the free end of the blade to the first point,

wherein one of the sets of numbers is legible right-side-up whether the free end of the blade is positioned at the first point or the second point.

18. The measuring tape recited in claim 17, the tab extending in at least two directions transverse to the lengthwise edge of the blade at the free end of the blade.

19. The measuring tape recited in claim 17, the tab comprising a base fixed to said free end of the blade and an extension removably connected to the base, the extension having a slot into which the base is inserted for removable interconnection therewith, the extension extending in at least two directions transverse to a lengthwise edge of the blade at the free end of the blade.

20. The measuring tape recited in claim 19, the base comprising an "L-shaped" base, one portion of the base being coplanar with and attached to said reference end of said blade, the extension being "X-shaped" and extending upwardly, downwardly, and widthwise transverse to a lengthwise edge of the blade at the free end of the blade.

21. The measuring tape recited in claim 19, the base comprising an "L-shaped" base, one portion of the base being coplanar with and attached to the free end of the blade, said extension being a circular disc extending radially 360 degrees transverse to a lengthwise edge of the blade at the free end of the blade.

22. A tab extension for temporarily and removably hooking the free end of a blade of a measuring tape to the point being measured from, the measuring tape comprising a housing having a blade outlet and a blade hub centrally located inside said housing, a flexible elongated blade having one fixed end connected to said blade hub and coiled into a roll around said blade hub,

and having a free end extending from said housing through said blade outlet, and a tab fixed to free end of the blade for temporarily and removably hooking the free end of the blade to the first point, the tab extension comprising

a connection portion having means for removably connecting the tab extension to the tab fixed to the free end of the blade of the measuring tape, and

a hooking device portion extending in at least two directions to a lengthwise edge of the blade of the measuring tape at the free end of the blade when the tab extension is connected to the tab of the measuring tape.

23. The tab extension of claim 22,

the hooking portion being "X-shaped" and extending upwardly, downwardly, and widthwise transverse to a lengthwise edge of the blade at the free end of the blade when the tab extension is connected to the tab of the measuring tape.

24. The tab extension of claim 22,

the hooking portion being a circular disc extending radially 360 degrees transverse to a lengthwise edge of the blade at the free end of the blade when the tab extension is connected to the tab of the measuring tape.

25. The tab extension of claim 22,

the hooking portion being substantially rectangularly shaped and extending upwardly and downwardly transverse to a widthwise edge of the blade when the tab extension is connected to the tab of the

measuring tape.

26. A ruler for measuring the distance from a first point to a second point comprising

a base portion having a left end and a right end, the base comprising an elongated rectangular-shaped flat material, and

a set of numbers imprinted on the base which corresponds to units of measure,

the set of numbers being positioned on the base such that the numbers are arranged in upright position one after the other and increase in value when read from the right end of the base to the left end of the base,

wherein the set of numbers is legible right-side-up when measuring from right to left.

27. The measuring tape of claim 1,

said tab being rotatably fixed to the free end of the blade, said tab being rotatable 360 degrees transverse to the lengthwise edge of the blade at the free end ~~of~~ the blade.

28. The measuring tape recited in claim 17, said tab being rotatably fixed to the free end of the blade, said tab being rotatable 360 degrees transverse to a lengthwise edge of the blade at the free end of the blade.

29. The measuring tape recited in claim 2, said first ~~end~~ and second set of indicia being imprinted on two opposed surfaces of said blade.

30. The measuring ruler recited in claim 14, said

first and second sets of numbers being imprinted on two opposed surfaces of said base.